

NEWSWEEK

MAY 2 5 1964

THE ALLIANCE:

A New Look

Turning on his Texas charm full blast, President Johnson last week converted a formal diplomatic assemblage into a veritable fiesta of Good Neighborliness. "We are all brothers here," he told the Latin American ambassadors and Alliance for Progress officials who had gathered in the Cabinet Room of the White House. "It is not often that the family gets together . . . [so] come have tea with us."

But Mr. Johnson had more to offer his Latin American guests than tea and sympathy. Many of them cherished dark suspicions that the Johnson Administration had abandoned some of the original social goals of the Alliance for Progress and their suspicions had been enhanced by the resignation two weeks ago of idealistic Teodoro Moscoso as the U.S. member of CIAP, the Alliance's inter-American co-ordinating committee. Now, however, Mr. Johnson announced that to replace Moscoso he had turned to an even more prestigious figure in the Washington hierarchy: Walt Whitman Rostow, 47, the aggressive head of the State Department's policy-planning staff.

Cynics were quick to suggest that the Rostow appointment was simply a piece of window dressing. But Rostow himself didn't see it that way. Though he will keep his present duties at the State Department, he is staking a large chunk of his Washington reputation on doing a good job at CIAP. He accepted the appointment, he told NEWSWEEK's Bruce van Voorst, "because I knew immediately it was right up my alley."

Expert: In fact, though no Washington insider had tipped him for the job, Rostow was a logical choice for it. Four years ago, with the publication of a much-praised book called "The Stages of Economic Growth," he established himself as one of the world's leading theoreticians on economic development. And while he does not speak Spanish, he has had a specialist's interest in Latin American economic history ever since he taught the subject at MIT. Latin America's prime need at the moment, he believes, is to develop truly national markets by strengthening the economic position and purchasing power of its vast and neglected rural population.

Moreover, Rostow has some reason to hope his ideas will enjoy Administration support. Late last week, in his first public statement since he became the Presi-



Gary Renaud—PIA

Rostow: 'Up my alley'

Secretary of State Thomas C. Mann called for "a technological revolution in Latin American agriculture." For the moment at least, the Alliance seemed to be back on the track.